

Kite & Key

ELECTRIFYING COVERAGE OF THE 2006 NATIONAL FLOOD CONFERENCE

Hear ye! Hear ye!
Wednesday's
Docket!



Wednes., May 10, 2006

Closing Breakfast with Guest
Speaker Sal Paolantonio &
Public Awareness
Materials Awards
8:30–10:30 a.m.

FEMA NFIP NextGen
Executive Decision Group
(EDG) Meeting (EDG
Members Only)
10:00 a.m.–12:30 p.m.

FEMA Regional Managers
Meeting
11:00 a.m.–3:00 p.m.

Philadelphia, PA



FEMA

Town Hall Wrap-Ups

Five Town Halls were held yesterday to give conferees the opportunity to hear about the hottest NFIP issues, to ask questions from experts in the fields, and to offer their suggestions for program improvements. Following are summaries of the topics discussed at each of these meetings.

Floodplain Management/Mapping

Panelists explored FEMA's map modernization initiative and its impact on grandfathering,

Advisory Base Flood Elevations, anticipated procedures for obtaining a Letter of Map Amendment online (e-LOMA), digitizing historical maps for insurance rating purposes, and floodplain compliance.



Lender

Much of the discussion focused on condominiums: deductibles, monitoring association maintenance of coverage, as well as the relationship between the Residential Condominium Building Association Policy (RCBAP) and the unit owner Dwelling Policy.

Other hot issues included escrow requirements, notice requirements, and gap coverage; multiple lender situations such as primary and secondary lienholders—how much coverage should be required by each and how to avoid the risk of duplicate policies; flood zone determination company disputes; liability issues; grandfathering; and “private” flood insurance versus the NFIP's Mortgage Portfolio Protection Program.

Underwriting

A lively discussion was held regarding the recently revised Elevation Certificate's enhanced layout and the reasons for capturing new information and requiring photos. Discussion also included the Repetitive Loss Target Group (RLTG) and the criteria for placing policies in the Special Direct Facility, as well as how to appeal or mitigate to have a property removed from the RLTG. The RCBAP and coinsurance also were discussed.

Marketing

Hot topics included how to communicate flood risk after a major flooding disaster, retention, the factors influencing flood penetration, and the cost of coverage and why people choose—or choose not—to buy coverage. Complacency was described as the primary obstacle to policy growth.

Panelists from Mississippi and Pennsylvania described some of the challenges their states have faced when trying to communicate flood risk.



Discussion also focused on the need for media coverage of flood hazards before a



disaster takes place and for consistency when communicating the NFIP's message.

Claims

The prevailing theme, for panelists and audience alike, reflected last year's hurricane season experience and the importance of adjusters' role in times of disaster as the "NFIP's frontline managers of policyholder expectations."

Discussion also included how best to respond to the ongoing effects of the Flood Insurance Reform Act of 2004—especially the Claims Handbook, the claimant appeals process, and other new requirements.

Many attendees wanted to know whether the 1-day adjuster certification process implemented during the 2005 hurricane season will be continued. The consensus of panelists was that it will depend on the severity of this year's hurricane season.



Happy birthday, Jim, from your "flood family!"

Agents Have Their Day

Yesterday nearly 125 people attended a day-long workshop dedicated to training agents who work with NFIP flood insurance. The Insurance Society of Philadelphia was instrumental in arranging Continuing Education filings in five states so that agents who attended could receive credit for their training.



The day began with an overview of the coverages, limitations, and exclusions in the NFIP's three policy forms. The second half of the day focused on how policies are rated using

the Elevation Certificate. Agents Day concluded with the "Where is the Lowest Floor?" game, in which attendees learned how to determine the correct floor to use for rating.

Marketing Game Show a Hit

Dozens of conferees tested their knowledge of the NFIP's marketing campaign while attending the "Philly Squares" game show, produced by JWT's FloodSmart team.

Members of the audience selected from among nine flood insurance "celebrities" to provide answers to FloodSmart campaign questions that ranged from "What is the significance of the new



FloodSmart water coasters?" (a little water can cause a lot of damage) to "How do you qualify for a lower premium?" (purchase a PRP or live in a non-SFHA).

Though some of the tongue-in-cheek answers provided by celebrities were accurate, many more questionable responses afforded entertaining



opportunities for Philly Squares host Jim Caponigro to provide information about the FloodSmart campaign.

Conference Memories to Go

If you've enjoyed the photos of the Pilot reception and other activities at this year's conference, check out the following website—if not today, then when you get home.

<http://www.normbernachephotography.com/CSC/2006FloodConference/>

Since 2004 flood conference photography has been handled by Normand Bernache. Norm works in the NFIP Bureau's Information Technology Department and is a professional photographer.

See You Next Year!

The 2007 National Flood Conference will be held in Denver, Colorado. When arrangements are finalized, all attendees of this year's conference automatically will be notified of conference dates and the hotel where the conference will be held. Details will be sent by email. We hope to see you there!



FEMA's annual National Flood Conference isn't just about workshops and training. It's also about networking, and forging genuine friendships.